

## ABSTRACT

Method and device for broadcasting over a network in a simple manner effective advertising likely to be taken in by users. Advertising registration process and advertising broadcast process are conducted. In advertising registration process an advertising server 1 accepts from an advertiser terminal 51 both the designation of an advertisement URL correlated with an advertisement and advertising information. This advertising information includes an advertisement icon and a hyperlink to an URL for details providing detailed advertising information. The advertising server 1 correlates advertising information it has received with the designated advertisement URL and stores this in an advertising DB 11. In advertising broadcast process, the following steps are conducted: (1) browse URL process, in which the URL for Web content being displayed at a user terminal 2b is sent to the advertising server 1; (2) advertising extract process, in which advertising corresponding to the browse URL is extracted from the advertising DB 11; and (3) advertising display process, in which an advertisement is sent from the advertising server 1 to a user terminal 2a, and the advertisement is displayed at the user terminal 2a.